



Missouri Travel Barometer
June 2018 Report
(Data available as of 07/09/18)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

June Report Highlights

Lodging Statistics: 2018 Calendar Year to Date through May

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has been performing better in ADR while other states are showing stronger growth in Occupancy, RevPAR and Demand.

Missouri Lodging:

Occupancy down 3.1% -- ADR up 0.8% -- RevPAR down 2.4% -- Demand down 1.0%

SIC/NAICS Tourism business sales and tax collections through April

- For March 2018, preliminary reports indicate 7.5% increase in tourism-related sales revenue compared to March 2017
- For April 2018, preliminary reports indicate 4.1% decrease in tourism-related sales revenue compared to April 2017
- For CYTD18, preliminary reports for January-April indicate a 0.01% increase (CY17 over CY16 was up 0.6% at this time last year. That translates to a \$24.2 million sales revenue increase last year compared to \$237,538 this year.)
- For FYTD18, preliminary reports for July-April indicate a 1.2% decrease in tourism-related sales revenue

Website Visits: 2018 Calendar Year to Date through June

- Total web visits to the new VisitMO were down 12.9% for June 2018 compared to visits to the old website in June 2017
- Since the new VisitMO site debut, web visits were up 19.6% for May-June 2018 compared to the old website in 2017
- Total web visits to VisitMO were down 7% for CYTD 2018 (January-June) compared to CYTD 2017

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2018 Calendar Year to Date through June

- There were 8,111 responses in June – a decrease of 74.9% from June 2017 (This is most likely directly related to advertising cuts due to budget withhold)
- For CYTD18, there were 34,292 responses compared to 89,648 for CYTD17, a decrease of 61.7%

Welcome Center Visits: 2018 Calendar Year to Date through June*

- For the month of June 2018 compared to June 2017, welcome center visits were down 56.6%
- For CYTD 2018 the centers were down 50.4% for January - June 2018 compared to 2017

Commercial airport deplanements: 2018 Calendar Year to Date through June

- Columbia up 59.3% for January – June 2018 compared to the same period in 2017
- St. Louis up 5.1% for January – May 2018 compared to the same period in 2017
- All airports up 3.4% for January – March 2018 compared to the same period in 2017

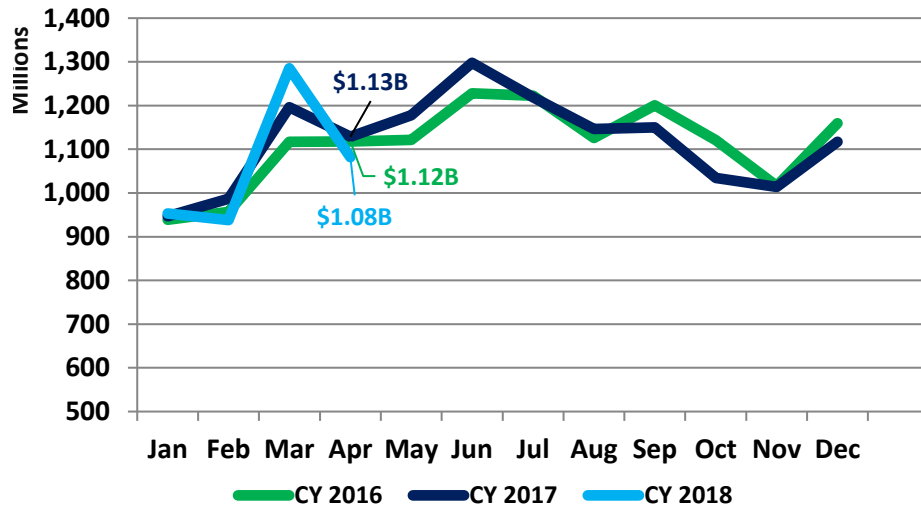
Brand USA Partners on VisitTheUSA.com: Website Activity 2018 Calendar Year to Date through June

- Missouri's homepage on VisitTheUSA.com had 7,652 pageviews from Jan-June 2018 (1,368 during June)
- Top five countries viewing Missouri's page during June were Japan, Germany, Brazil, France and Spain
- There were 285 destination and experience link clicks for Missouri during June
- Visitors from Argentina spent the most time on our page, averaging 8 minutes and 47 seconds compared to an overall average of 2 minutes and 32 seconds

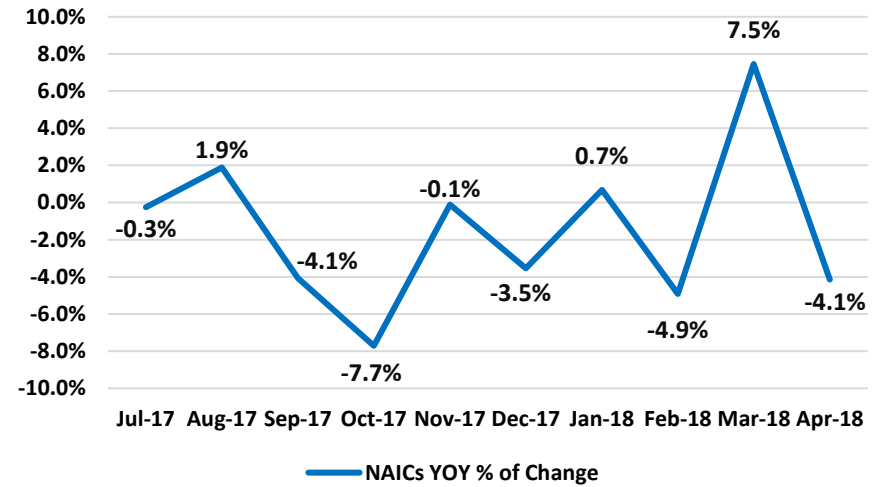
Sources: MO Dept. of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

*Welcome Centers began closing two days per week in August of 2017.

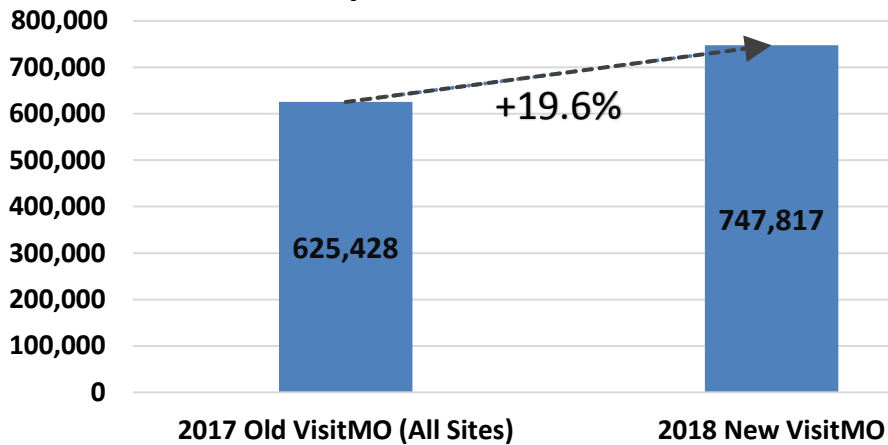
Sales Revenue from Tourism-Related NAICS



Monthly % of Change in NAICs Revenue

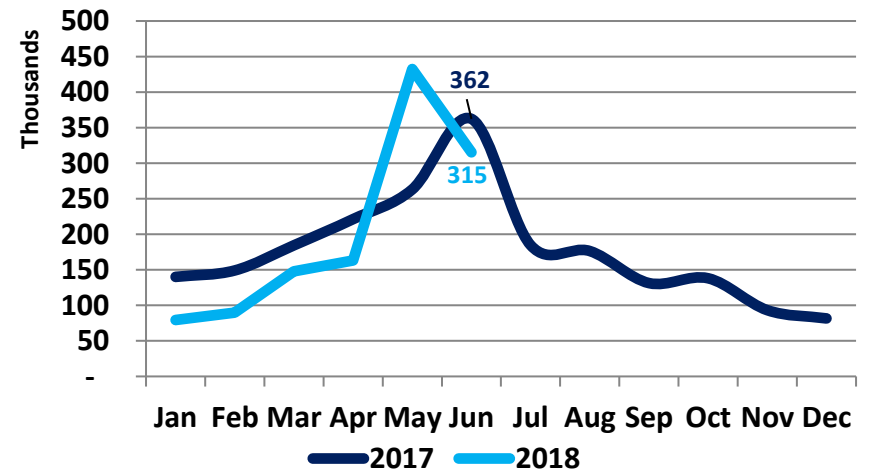


May - June Website Visits*

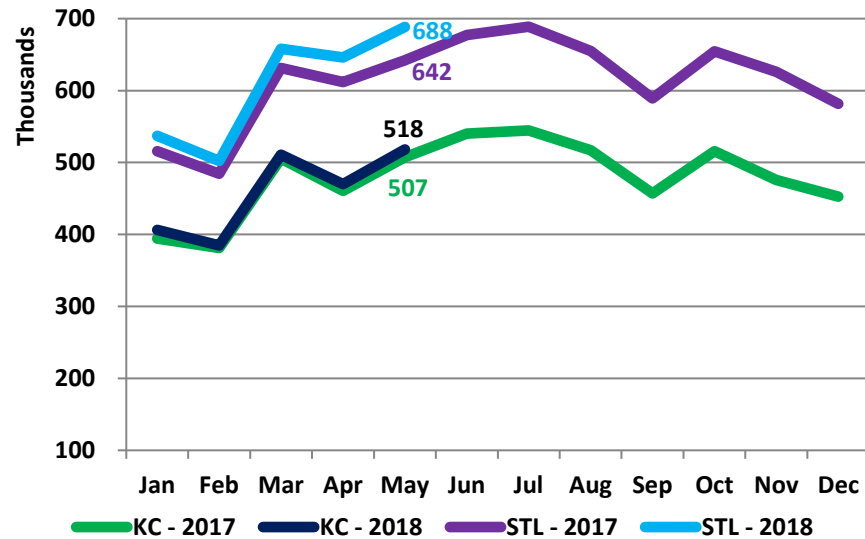


*May 2018 was the first full month of the new VisitMO website

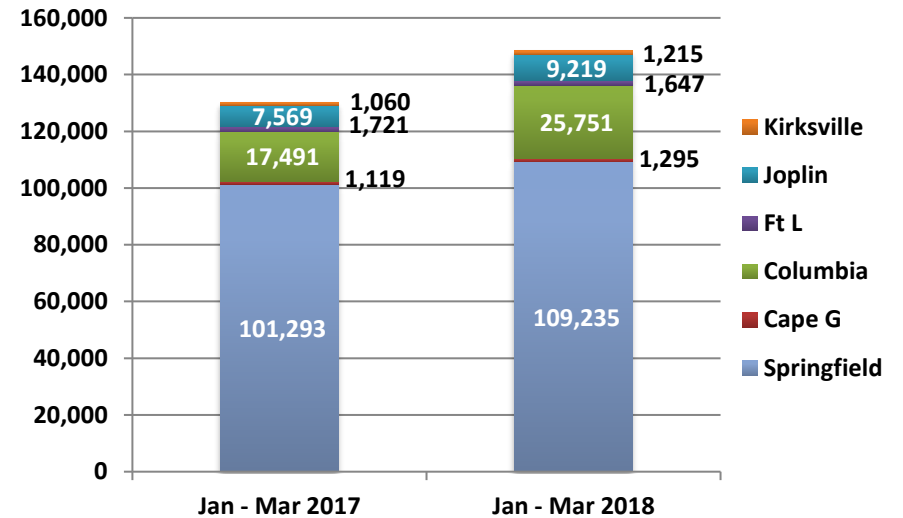
Visits to VisitMO by Month



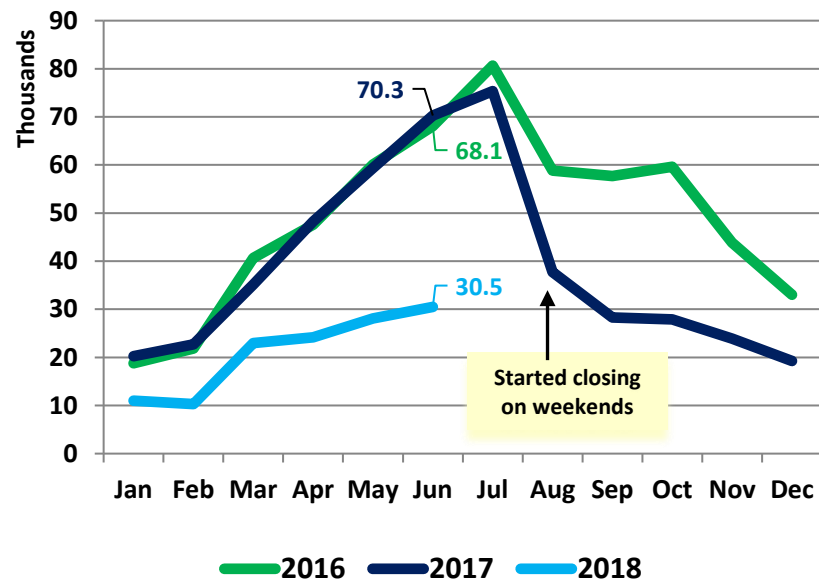
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

